



# Healthcare group goes virtual to share better, safer — and save big money

Client Success Story

Healthcare Industry

Data Management / Cloud Solutions

**essextec**  
GETTING IT DONE TOGETHER

# Growing radiology group seeks to better serve their patients

## OVERVIEW



NRAD Medical Associates, P.C. got its start in Long Island, NY in 1927 and they've been growing ever since. It could be their fierce commitment to quality patient care in diagnostic radiology and radiation oncology or the fact that they stay on top of the technology that helps them serve patients faster and more efficiently.

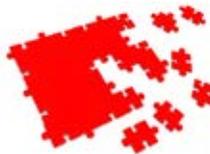
NRAD's 28 offices in Nassau and Queens counties in NY serve many healthcare needs from imaging to radiation therapy to medical specialty practices such as gynecology. In recent years, the practice had been looking to plug into the Electronic Medical Records (EMR) system of a larger practice to better serve their own patients. NRAD also wanted to take advantage of an incentive offered by Medicare — a \$39,000 reimbursement for implementing an EMR system before 2015 for multi-specialty practices.

Catholic Health Systems of Long Island (CHS), a large nearby hospital system, had such an EMR solution already in place. "We contracted with CHS to integrate and install the Epic EMR system at 19 of our medical facilities to support over three dozen providers," said Anthony Patane, Chief Information Officer at NRAD.

There was a tremendous upside to connecting to CHS's sizable network — such as the ability to securely share patient records across a large region — inside and outside of NRAD's facilities.

## CHALLENGE

*Cost connectivity:  
It hurts when I do this*



The typical method to link into the EMR system at CHS was to create multiple, point-to-point connections from each office to the CHS data center. That would have meant every NRAD office and device with access to the system — as well as peripherals such as printers — would have to meet certain specifications in order to connect.

"If we went with that model, we'd have to set up direct connections at each of our offices to CHS' data center," Anthony says. "The point to point at each office would have required updated equipment at every location. We would have had to make a significant investment in upgrading our technology. We told CHS that we have 19 locations and that wouldn't work for us."

The alternative? Virtualization. The technology would enable them to use one connection and one desktop infrastructure so NRAD could connect all of their offices and devices using one central connection to CHS at NRAD's main office. This approach would allow an entire workforce to share data across multiple work stations regardless of individual operating system. Thin Clients serve as a simple display for a centralized system.

The virtual desktop infrastructure (VDI) solution would not only save implementation costs by avoiding a full equipment refresh, it would also lower administrative costs for NRAD's already stretched IT department. Virtualization would mean faster, simpler system repairs, secure connections and less downtime — all critical to the mission of a busy healthcare provider.

But who could help them make it happen?

## SOLUTION

*Enter Essex tec:  
Pioneering a Solution*



Anthony knew he needed a partner familiar with virtualization and one who understands the complex needs of a healthcare practice. He was already familiar with Essex tec, thanks to his long-standing relationship with Essex tec's account manager and vice president, Stuart Hellman.

"When I look for a business partner, I look for someone who goes the extra mile and follows through," Anthony says. "Stuart — and Essex tec — win every time."

“When I look for a business partner, I look for someone who goes the extra mile and follows through. **Essextec wins every time.**” - Anthony Patane, CIO - NRAD



Essextec started talking with NRAD in late 2012.

“Anthony and his team at NRAD had already done a lot of research. We came in and validated a lot of it,” says Stuart. “So, we put together a proof of concept plan, working closely with IBM to procure the equipment for a trial period at one of NRAD’s healthcare facilities in Woodbury, NY.”

With many players involved, getting buy in was critical. The solution had to be vetted and agreed to by NRAD, CHS, and Flexible, CHS’ integration partner. While none had previously implemented such a solution, all agreed that the virtualization option offered by Essextec solved all the issues and concerns NRAD faced.

### *Proving the concept*

Stuart assembled a dedicated Essextec team that began meeting with NRAD to determine the best way to set up the VDI. But first, the team would test pilot the plan at one office.

“We started with Essextec providing a proof of concept, turning one of our offices into a lab in which to test the system,” says Anthony.

Essextec’s Solutions Architect and VMware Certified Professional, Rob Cerulli, brought years of VMware experience to the situation and was a key player in the design and testing of the solution. Although the VDI solution, alongside the EMR solution, was a groundbreaking deployment, Essextec was able to offer a custom fit solution to a common industry challenge. The VMware Horizon View solution was just what the doctor ordered.

“The thirty day pilot was a success and we are now rolling the solution out to all of our locations,” Anthony says.

### *Tailored to Healthcare Professionals*

The solution linked CHS’ Epic Electronic Medical Records system with VMware Horizon View — a first-ever combination. Although neither product was custom built for NRAD, the way they were put together was uniquely tailored to the company by Essextec.

The solution addressed some critical functions unique to the needs of a healthcare environment, including:

- > Printer redirection - The use of network and USB printers was critical. Printers were assigned based on desktop name. This ensured a printed image went to wherever the doctor was, as opposed to a local operating system directing jobs to specific printers. This also ensured security — as sensitive patient information was sent to only secure locations by secure desktops.
- > Voice dictation - Dragon Medical was frequently used by physicians. Phillips SpeechMike as well as Nuance’s Powermic II were connected via USB to the Thin Clients in order to dictate.
- > Persona management - This allowed NRAD to securely save documents in approved places. This ensured that patient images, documents, and records were on an approved storage device.
- > USB scanning - Scanning is critical in this environment. Local USB based scanners were used in conjunction with Thin Clients in order to scan customer information securely onto the server.
- > Security - Data security is critical. Utilizing Thin Clients ensured patient data was never stored on the local device. This meant if a device were to be stolen or lost, the data was not at risk.

## RESULTS

*Faster records. Secure access.  
Lower costs. Better care.*



How does NRAD measure the success of the project?

“Speed, for one thing,” says Anthony. “We’ve already seen positive results in response times.”

He estimates a 300% better response using VDI than if NRAD were to use a traditional point-to-point connection to CHS.

Security is a critical issue for healthcare providers. With the VMware VDI solution, NRAD was able to reduce security vulnerability by allowing only a single access point to CHS.

The new system also provides NRAD with access to hundreds of other medical practices — places their patients might go for treatment — where they can securely access critical records on those patients in a click.

Virtualization had done tangible good for patients too.

“The solution allows for patient self-service,” Anthony says. “Patients have access to certain parts of their medical records through a portal where they can access the data through the EMR.”

Good for doctors. Good for patients. Good for business.

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## OUR CUSTOMERS' SUCCESS IS OUR SUCCESS

Businesses of all sizes and across all industries are discovering the growing importance of connecting IT strategies and solutions with overall business goals and opportunities. It's critical that the technology environment be dynamic, scalable, highly available, and secure. Businesses must also ensure the integrity of their data, manage compliance mandates, and continually do more with less.

Our decades of experience, along with our broad portfolio of technology solutions and services, give you the confidence you need to thrive amid today's business demands. With technology constantly evolving, our consultants and certified technical experts stay on top of the latest advances to make sure you can remain competitive. We work with the most respected minds in the technology industry to offer a complete portfolio of solutions. We can help you navigate the ever-increasing demands of your business and the technology that powers it — whether your current challenge is:

- > Virtualizing, securing access, and reducing cost
- > Managing and protecting your mobile consumers and workforce
- > Harnessing your data for sharper, more relevant insights
- > Managing governance and regulatory compliance mandates
- > Mitigating company-wide risk

No matter what your current technology challenge, we can help.

Learn more about our solutions and how we are helping businesses such as NRAD.

Visit [essextec.com](http://essextec.com) or call our main office at 1-888-519-1518 to learn more or to schedule a consultation.



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